

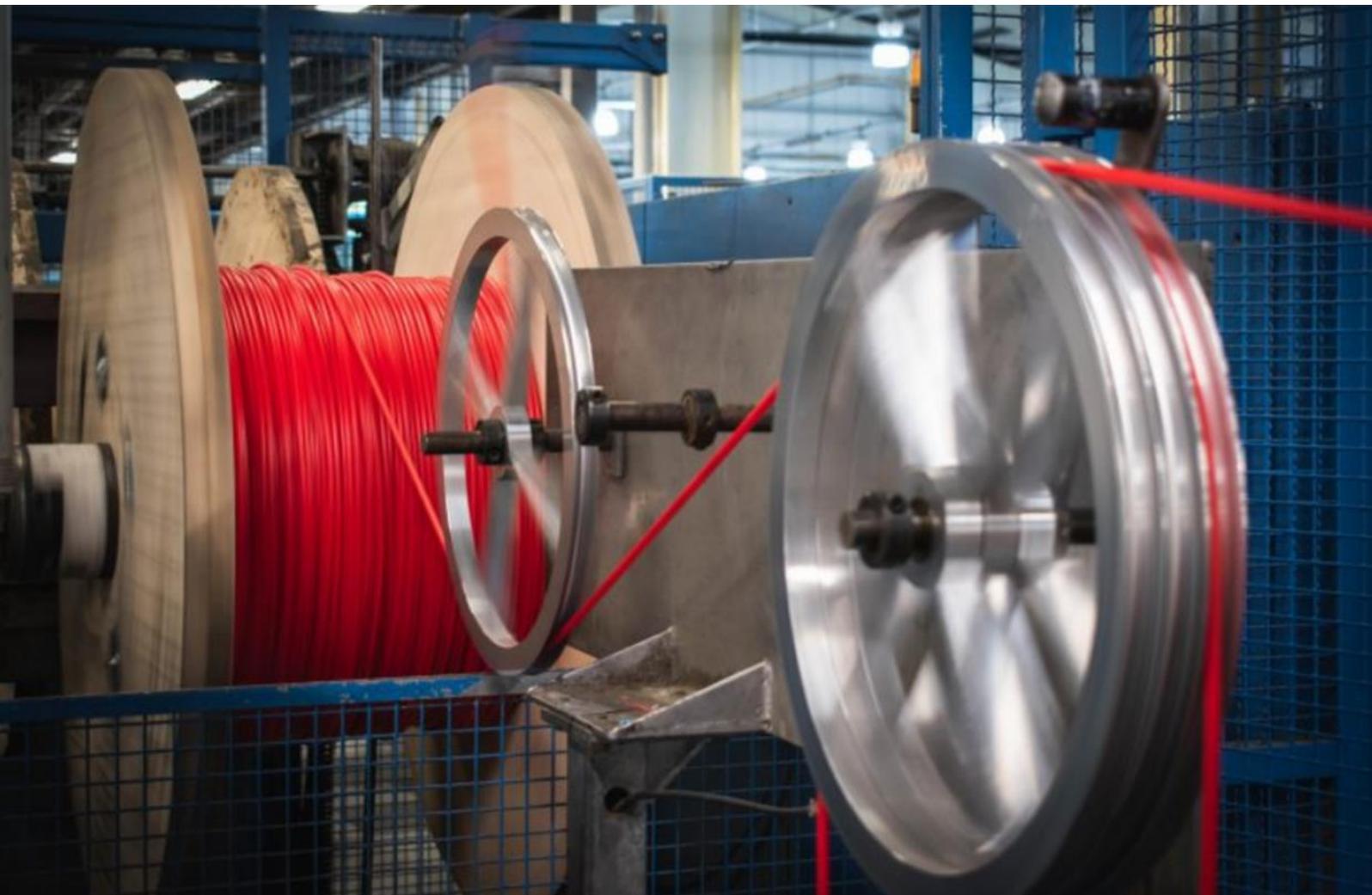


POSITION PROFILE

Category Manager -  
Connectivity



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Headquartered in Scotland with investment from overseas sources, Emtelle is a British manufacturing success story that has consistently sat at the cutting edge of manufacturing innovation and excellence. The business has a strong growth profile with 2022 revenues at c€425m and projections of c€550m next year. Emtelle is known globally as an innovator and outlier in an industry where commoditisation is a reality for most manufacturers. They were the first business to refine blown fibre optic tubing and have continued to innovate in line with the digital tidal wave that demands ever-increasing infrastructure capability.

Emtelle runs a sophisticated manufacturing operation producing complex innovative systems for customers in a matter of weeks as opposed to months or years. The business employs c800 people globally and has manufacturing capability across seven sites as well as additional sales locations across the world serving customers in over 100 countries.

The UK is the primary revenue engine for Emtelle, building on a 20-year legacy of consistent high-quality solution delivery to major telecoms providers such as BT and Virgin Media. Emtelle will continue to grow and innovate in the UK, however the business has pursued an aggressive international M&A and direct investment programme which is now well established and making significant in-roads in global markets.

The unique combination of solving customer challenges through innovation and then delivering against those newly created solutions has proved to be a potent, high-margin business for Emtelle. Emtelle's solution offering is diverse, covering multiple market segments and sectors. It is best known as the global leader in blown fibre and ducted network solutions but is also highly successful in sectors including drainage, power and ITS for the highway and rail sectors. Emtelle's manufacturing knowledge, track record, international capability and industry awards place them in an exceptional position to capitalise on the continuing digital trend.

In 2022, Emtelle invested in its first factory in the US and is putting the finishing touches to this 300,000-square-foot manufacturing site in Fletcher, North Carolina, from where it plans to significantly build its position across North America.

In 2023, Emtelle signed an agreement to build and establish one of the world's largest factories for the manufacture of fibre optic ducting and pre-connectorised solutions in Abu Dhabi. Investing around \$50m, the agreement is build-to-suit, in partnership with Khalifa Economic Zones Abu Dhabi – KEZAD Group. This should allow Emtelle to boost its presence in key markets including the UAE, Egypt, Jordan, Morocco, Iraq, and Oman, as well as the Philippines, Thailand, Indonesia, Australia and New Zealand.

## Emtelle's core values:

- Excellence
- Innovation
- Empowerment
- Teamwork
- Integrity
- Respect

For more information, please visit Emtelle's website: <http://www.emtelle.com>.





<b>Position Title:</b>	Category Manager – Connectivity
<b>Reports to:</b>	Strategy Director
<b>Location:</b>	USA, DE, Middle East, Scandinavia or UK

The Category Manager for Connectivity will be responsible for innovating, developing and managing the Connectivity Product portfolio and solutions, creating value for Emtelle and its' customers with the goal of growing sales and profitability.

## Role Responsibilities:

### **Improve Company Performance through Innovation:**

- Working with Sales teams and the Solutions Team to improve and/or develop new Connectivity Solutions, for both new and existing markets
- Proactively research market trends and product requirements, competitor offerings, and any product gaps to determine optimal opportunities for new products with best-expected return on investment. Communicate to Sales teams to get market feedback
- Ensure industry and market knowledge remains best practice through developing relationships across the industry
- Continual review of Product Design and Development in conjunction with customer, suppliers and sales personnel

### **General Responsibilities:**

- Support external Sales team and customers with product queries, providing technical solutions
- Work closely with our Global supply partners and production to ensure that we are offering solutions which are custom marketed to our customers' needs first time and we become the supplier of choice
- Working closely with internal personnel, be responsible for the development and integration of materials, methods, and tools necessary to introduce new products in a timely manner into the company product portfolio
- Oversee test and compliance procedures for quality assurance of finished products to ensure they meet customer and industry standards
- Support Sales and Commercial teams on tenders and RFQ's within the business to ensure we have a compliant and compelling offering
- Technical Sales support
- Technical support for customers and major stakeholders
- Preparation of product and customer literature and reports

### **Safety:**

- Promote a world class safety culture – Lead Health, Safety and Environmental Performance by ensuring it is forefront of any solutions developed



- Demonstrate through exemplary behaviours a culture where Health and Safety considerations are both first priority and intrinsic, to you and any visitors, customers or supply chain you are responsible for
- Drive root cause analysis: get to the bottom of any product solutions issues
- Set standards expected and always lead by
- Ensure that any proposed changes always consider both the human and environmental impact before we commit to the solution





The ideal candidate should be a subject matter expert in connectivity solutions for fibre optic deployment. Candidates should be able to demonstrate previous experience in proactively managing a product portfolio and product life cycle, resulting in growth in market share.

## Qualifications, Skills & Experience:

- Intrinsic knowledge of the telecoms, datacomms market
- Bachelor's Degree (or equivalent relevant technical industry experience) in Electrical and Electronic Engineering
- Ability to influence at all levels both from an internal and external perspective
- Thrives on the diversity and challenge of conflicting priorities
- Ability to build strong relationships and work closely with diverse customers with individual needs
- Confidence to help influence and drive product life management
- Ability to effectively manage third party supplier relationships
- Ability to communicate confidently in both oral and written format (English)
- A self-starter with a can-do attitude, willing to 'roll sleeves up'
- Proficient IT user

There may be some travel around the world supporting the other Emtelle locations and clients.



A highly attractive financial package is available to the successful individual and will be commensurate with the background and experience required for the role. See details below:

For more information please contact Ali Shaw or Kirsty Sim at Livingston James.



**Ali Shaw, Director**

T: 07915 028310

E: [alishaw@livingstonjames.com](mailto:alishaw@livingstonjames.com)



**Kirsty Sim, Head of Research**

T: 07538 799711

E: [kirstysim@livingstonjames.com](mailto:kirstysim@livingstonjames.com)

## The Recruitment Process

Initial interviews will be with our retained advisors at Livingston James.

Subsequent stages will be held with Emtelle and confirmed in due course.

Interviews will be carried out both in person and virtually as required and as is practical.